Fig.1

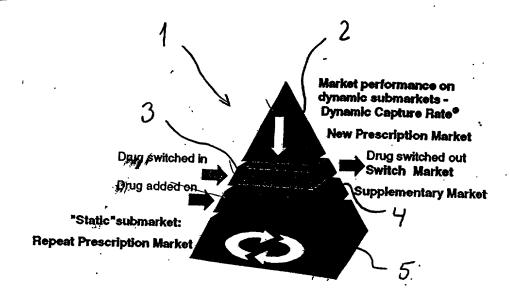
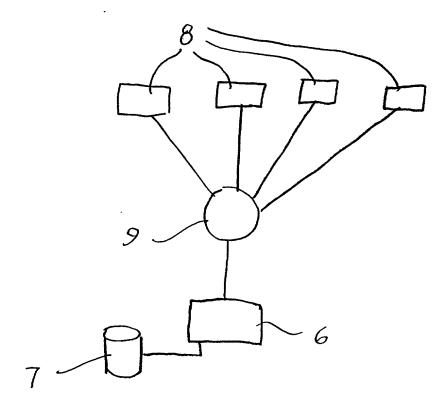
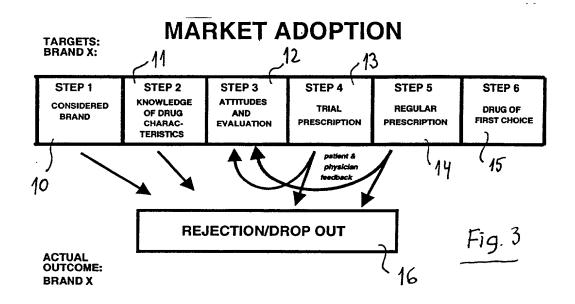
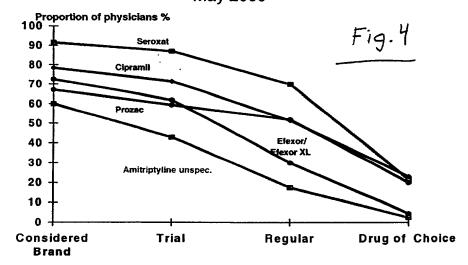


Fig. 2





Adoption of the Main Agents in the UK GPs Depression Market, May 2000



			6 m d							
Ra	Radar	Radar A	Radar Adoption Rate"	Rate"	Dynami	Dynamic Capture Rate [©]	Rate [©]	Mean n an	Wean no. of pats/ month and physician	s/ month ian
Ne Ra	Detailing Rate	Detailed	Not Detailed	Impact of Detailing	Detailed	Not Detailed	Impact of Detailing	Detailed	Not Detailed	Targeting
Cipramil 4	47.5%	59.7	27.9	31.8	33.7	9.1	24.6	49.5	45.0	4.5
Edronax 3	33.0%	27.7	4.3	23.4	3.6	0.3	3.3	45.7	47.8	-2.1
Efexor / XL 5	52.5%	51.0	31.3	19.7	6.9	4.6	2.3	47.3	46.9	0.4
Lustral	39.5%	46.5	30.2	16.3	4.6	4.1	0.5	46.1	47.8	-1.7
Prozac 5	52.0%	85.1	6.99	18.2	42.2	24.5	17.7	46.8	47.4	-0.6
Seroxat 5	54.0%	74.1	59.8	14.3	19.1	15.1	4.0	51.5	45.0	9.5
Zispin 2	24.5%	38.8	5.6	33.2	12.7	1.6	11.1	49.1	46.5	2.6





Radar Dynamics®- The Approach

